Permit #F00030647

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00030647 **Type of Permit:** FILMING **Release Date:** 08/20/2010

Production Company HELLO & CO

Insured Company Name HELLO & CO
Contact Phone No. 1 323-465-9494
Contact Phone No. 2
Fax 323-465-4203
Address 1641 N IVAR AVE
LOS ANGELES, California 90028

Production Title CRYSTALENS

Type of Production Commercial - Internet

Producer Rachel Curl

Director Michael Karbelnikoff

1st AD TBD TBD

Production Manager Colette Coyne

FilmL.A. Coordinator Naomi Kajiyama

Location Manager Travis Diener
Primary Phone Mobile - 323-687-4990
Secondary Phone Office - 323-465-9494

Location Assistant NA NA
Primary Phone Office - 323-465-9494
Secondary Phone

Fees

Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA COUNTY FIRE REVIEW	$104.00
LA COUNTY - ROAD USE FEE	$305.00
LA COUNTY ROAD APPLICATION FEE	$52.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,326.00

Number of Locations 3

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Summary Information — Location

Permit Number F00030647
Production Company HELLO & CO
Insured Company HELLO & CO
Production Title CRYSTALENS

Location Manager Travis Diener
Primary Phone Mobile - 323-687-4990
Secondary Phone Office - 323-465-9494

Location Address Admiralty Way, Mindanao Way - Via Marina, Marina Del Rey, CA, 90292

Location Type Road

Film Dates 8/23/2010 - 8/23/2010 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Equipment vehicles may park on one side of street
Must comply with attached Beaches and Harbors Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with merchant activity
No steps from trailers, trucks or motorhomes may be facing road
Traffic control must be done in accordance w/MUTCD
Traffic Officers Required

Please see attached document HelloCo.Crystalens.30647.AL.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	3
Cast/Crew vehicles	50
Cube Trucks	3
Generator	1
Motor Homes	2
Picture vehicles	2
Process Trailer	1
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	50
LA County FSO Assigned	1
Sheriff/CHP	4

Filming Activities Driving shots with the flow of traffic; Equipment on sidewalk, in curb lane & across street; Intermittent pedestrian control; Intermittent traffic control - 2 minute standard (except 0700-0900 hrs & 1500-1900 hrs); Process Trailer;

Jurisdiction **Political:** Los Angeles County - Supervisor District 4 **Police:** Los Angeles County Sheriff **Fire:** Los Angeles County

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Approvals
LOS ANGELES COUNTY ROAD DEPARTMENT - WESTCHESTER — Vincent Milton
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS — Marisol Camey

Coordinator Note
No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
All production companies must contact parking management prior to film date and make arrangements for parking, payments and staffing (see parking lot guidelines attached). All production vehicles must display a parking receipt on dashboard of vehicles and must only enter lots during approved/authorized dates and times. Failure to display parking receipts on dashboard of vehicle or unauthorized entry will result in a parking citation.

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Summary Information — Location

Permit Number	F00030647	**Location Manager**	Travis Diener
Production Company	HELLO & CO	Primary Phone	Mobile - 323-687-4990
Insured Company	HELLO & CO	Secondary Phone	Office - 323-465-9494
Production Title	CRYSTALENS		

Coordinator Note No stopping/setting up/parking in front of merchants without prior approval
May not interfere with other production companies or special events
No blocking of exits/entrances/driveways
No cabling or light setups

Coordinator Note 1700-110 / FSO required

Parking

Base Camp
Location Type : LA County Parking lot
Street : PCI lot 5, 0500-2200 hrs (150 spaces)

Crew Parking
Location Type : LA County Parking lot
Street : PCI lot 5, 0500-2200 hrs (150 spaces)

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Summary Information — Location

Permit Number F00030647
Production Company HELLO & CO
Insured Company HELLO & CO
Production Title CRYSTALENS

Location Manager Travis Diener
Primary Phone Mobile - 323-687-4990
Secondary Phone Office - 323-465-9494

Location Address 4375 Admiralty Way, Marina del Rey, CA, 90292

Location Name RITZ CARLTON - MARINA DEL REY

Location Type Hotel

Film Dates 8/23/2010 - 8/23/2010 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
Must comply with attached Beaches and Harbors Conditions
Must comply with attached conditions
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached documents
BEACHES and HARBORS MARINA DEL REY CONDITIONS Dec 2009.pdf
Marina del Rey Ritz Carlton _parking on the promenade_ July 2009.pdf
COUNTY PARKING LOT GUIDELINES.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	3
Cast/Crew vehicles	50
Cube Trucks	3
Generator	1
Motor Homes	2
Picture vehicles	2
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	50
LA County FSO Assigned	1
Lifeguard Required	1

Filming Activities Exterior Dialogue; Drive ups & away on property; Stationary picture boat (docked at location) 1000-2200 hrs; Lifeguard required 1000-2200 hrs;

Jurisdiction **Political:** Los Angeles County - Supervisor District 4 **Police:** Los Angeles County Sheriff **Fire:** Los Angeles County

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Approvals LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS Taylor Reed

Coordinator Note Company requesting to remove poles off Bali Wy in PCI Lot 5 8/20 0500-2200 hrs

Coordinator Note 1700-110 / FSO required

Coordinator Note No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
All production companies must contact parking management prior to film date and make arrangements for parking, payments and staffing (see parking lot guidelines attached). All production vehicles must display a parking receipt on dashboard of vehicles and must only enter lots during approved/authorized dates and times. Failure to display parking receipts on dashboard of vehicle or unauthorized entry will result in a parking citation.

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Summary Information — Location

Permit Number	F00030647	**Location Manager**	Travis Diener
Production Company	HELLO & CO	Primary Phone	Mobile - 323-687-4990
Insured Company	HELLO & CO	Secondary Phone	Office - 323-465-9494
Production Title	CRYSTALENS		

Parking

Base Camp
Location Type : LA County Parking lot
Street : PCI lot 5, 0500-2200 hrs (150 spaces)

Crew Parking
Location Type : LA County Parking lot
Street : PCI lot 5, 0500-2200 hrs (150 spaces)

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Summary Information — Location

Location 3 of 3

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Production Company HELLO & CO
Insured Company HELLO & CO
Production Title CRYSTALENS

Location Manager Travis Diener
Primary Phone Mobile - 323-687-4990
Secondary Phone Office - 323-465-9494

Location Address 4333 Admirality Way, Marina Del Rey, CA, 90292

Location Type Parking Lot

Film Dates 8/23/2010 - 8/23/2010 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions
All vehicles must be parked on private property
Must comply with attached Beaches and Harbors Conditions
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
5 or 10 ton trucks	3
Cast/Crew vehicles	50
Cube Trucks	3
Generator	1
Motor Homes	2
Picture vehicles	2
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	50
LA County FSO Assigned	1

Filming Activities Exterior Dialogue; Drive ups & away on property;

Jurisdiction **Political:** Los Angeles County - Supervisor District 4 **Police:** Los Angeles County Sheriff **Fire:** Los Angeles County

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Approvals LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS Taylor Reed

Coordinator Note FILMING IN PARKING LOT

Coordinator Note 1700-110 / FSO required

Parking

Base Camp
Location Type : Location

Crew Parking
Location Type : Location

NOT A PERMIT

Attn: Liz Schindler

Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of Hello & Co ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits on behalf of Principal through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below:

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: _____

_____
Representative's Signature

_____
Representative's Name (Please Print)

_____
Representative's Title (Please Print)

Hello & Co
Name of Principal (i.e. company name) (Please Print)

1641 Ivar Ave.
Los Angeles, CA. 90028
Principal's Mailing Address (Please Print)

323 465 9494
Principal's Phone Number (Please Print)

Gabriela Schindler
~~Coordinator~~

8/20/10

Please Sign & Fax Back

Elizabeth Schindler
Asst. Production Supervisor.

Pacific Production Services
Eric Nichols, President
6513 Hollywood Blvd, Suite 214
Hollywood, CA. 90028
Ph. 323-465-9179 Fx. 323-465-9869

NOT A PERMIT

Special Filming Conditions for the Promenade
(Behind the Ritz Carlton)

The following conditions are to be placed on a film permit for any film company requesting to park any vehicles or equipment on the promenade. **Note: Appropriate divisions from the Department of Beaches and Harbors must give approval for permission to park.**

- **Company must not block emergency access at any time.**
- **NO PARKING on storm drain outlets.** Outlets must be sand bagged around frame.
- **The public shall have access to the promenade and waterfront; if they need to be diverted, they must then be redirected to the promenade as soon as possible.** The public must not be forced to turn-around.
- **All equipment must remain 10 feet from the Seawall.**
- **Total weight of equipment must not exceed 40 tons.**
- **In areas where access is limited, the film company shall spread each concentrated equipment outriggers load on mats consisting of our 10 inch by 10 inch timbers 10 feet long, bolted together.** These mats shall be placed parallel to the Seawall.
- **Any parked vehicle(s) must have a person stationed at all times with keys to move vehicle in the event of an emergency.**
- **Parking to be provided for approved vehicles only.**

NOT A PERMIT

PARKING LOT GUIDELINES
FOR THE USE OF COUNTY PARKING LOTS
OPERATED BY PARKING MANAGEMENT COMPANY

- **THE PRODUCTION COMPANY IS PROHIBITED FROM PARKING IN DISABLED PARKING SPACES, SHORT-TERM METERED OR BLOCK ANY PAY STATIONS AT ANYTIME (NO EXCEPTIONS).**

- The production company may not block public or emergency access or park vehicles in any front row adjacent to local businesses at Venice Beach at any time (see parking lot maps).

- A walk through is to be conducted after the production company has parked all of its vehicles. This walk through is to be done by the location manager (or designated representative) and a parking contractor supervisor to determine the exact number of spaces being utilized and that number is called into the parking contractor's office. The location manager must make arrangements to meet again with the parking contractor supervisor at a designated time to confirm spaces prior to vacating the parking lot and again that number is called into the parking contractor's office.

- The production company will be invoiced for any additional spaces occupied by cast/crew members' cars, equipment vehicles and coned-off spaces.

- Production companies wanting to use parking spaces at one of the parking contractor operated parking lots on the beach or in the Marina del Rey area must contact the parking contractor directly (310.821.1081) and speak with office management. Normal business hours are Monday through Friday, 8am to 5pm.

- Parking fees are **not** included on film permits. A film permit number must be provided to the parking contractor and the contractor will provide the production company **estimated charges** for the use of the parking lot(s). Payment arrangements must be made with the parking contractor directly at least one business day prior (and before 4pm) for the use of the parking lot(s).

- Cancellations of a parking contract must be done at least one day prior. Refunds will be given within ten to twelve weeks.

- A parking contract does not constitute a film permit.

FilmLA 3/24/2010

NO PERMIT

Special Filming Conditions for Los Angeles County Beaches

MARINA DEL REY

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

These conditions have been drafted by the Los County Department of Beaches & Harbors to help facilitate filming on Los Angeles County Beaches.

- No directional signs may be posted in Marina del Rey
- No filming on weekends.
- Sheriff or CHP officer required when filming on LA County roads within Marina del Rey.
- Street closure will be considered on a case-by-case basis. Intermittent traffic control allowed with two (2) CHP or Sheriff Officer during the hours of 9:00 am and 3:00 pm or after 7:00 pm
- Summer filming will be considered on a case-by-case basis.
- Companies may not make any alterations to structures within the County operated parking lots
- No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines. Companies must contact PCI for parking arrangements prior to first film date.
- Companies may not place plywood or any other material over spikes in County operated parking lots. Must contact PCI to lower spikes.
- Companies filming on a dock or a boat in the Marina will be required to have an LA County Lifeguard for entire time of dock usage.
- If use of maintenance or lifeguard personnel is required, it must be reflected on the permit and call times indicated. ***Lifeguards require 24 hour notice to be hired with a 4 hour minimum requirement. Maintenance also requires 24 hour notice to be hired.*** *A County Lifeguard is required for any filming that occurs on a beach or parking lot after hours (2200-0600 hrs). There is a 4 hour minimum and an additional 8 hours for all after hours filming.*

NOT A PERMIT